Third Annual

Valley of the Moon

Vintage Festival



September 24 - 25, 1949

Official Program 10c

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Third Annual

VALLEY OF THE MOON

VINTAGE FESTIVAL

Presented by the

Valley of the Moon

Vintage Festival Association, Inc.

SATURDAY and SUNDAY
September 24 and 25, 1949



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SINCE 1904

Sonoma, California



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PLANNING COMMITTEE

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Mrs. Orson Linn
Mrs. Loren Tryon
Mrs. Dewey Donnell

(Officers continued on page 5)

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Success To The Valley of the Moon
Vintage Festival!

The Christian Brothers

WINES and BRANDY

Mont La Salle Vineyards
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(Continued)

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Mrs. A. Maffei — Mrs. James McTaggart
Mr. Armand Franquelin

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Plaza Mrs. Loren Tryon
Booths Mr. Sal Argento
Wine Exhibits Mr. Otto Teller
Special Exhibits Mrs. Irving Shepard
Costumes Mrs. Ruben Woodworth
Pageantry Mrs. Paul Hansen
Stage Shows Mrs. Neal Dodge
Children's Parade Mrs. Clark Taylor
Music Mr. Daniel T. Ruggles

(Officers continued on page7)

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(Continued)

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Tours	Mrs. Dewey Donnell
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Sound	Mr. John Cunningham
Decorations	Mrs. Loren Tryon
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Catering	Mrs. Herbert Batto
Receptions	Mr. L. S. Simmons
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Printing	Mrs. Albert McVeigh
Signs	Mr. Wade Wilson
Publicity	Mrs. Dewey Donnell
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Contracts	Mr. Virgil Jorgensen

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COMPLIMENTS

Sonoma Mission Inn

Boyes Hot Springs

PROGRAM OF EVENTS

Saturday, September 24th

10 a. m. to 9 p. m. in and around Plaza

Booths and Concessions
Window Displays
Wine Exhibit
Chris Jorgensen Mission Paintings Exhibit
Hobby and Craft Exhibit
Orson Linn Painting Exhibit
Pony Rides

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Saturday (Continued)

Children's Fish Pond - Prizes
Music from Balconies - Strolling Musicians

11:00 a. m.—Formal Opening Gen. H. H. Arnold
Model Airplane Exhibit at City Hall.
General H. H. Arnold, speaker.

1:30 p. m.—Bacchus Opening Children's Parade.

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Saturday (Continued)

2:00-500 p. m.—Open House at Wineries.

2:45 p. m.—Presentation of Awards won by Sonoma Valley Wineries at 1949 California State Fair by Supervisor James Lyttle.

3:00-4:30—Pictures of the Past in Miniature. Open Air Theater, Plaza.

4:30-6:00—Old Timers Reunion in Plaza.

7:30 p. m.—Historic Wedding Procession to Mission.

(For Cast see page 29)

8:00 p. m.—Festival Dance, Sebastiani Hall.

8:15—All-Girl Thrill Riders Act, Sonoma Ball Pk.

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LITTLE SWITZERLAND

El Verano

"Home of the Annual Vintage Festival
Costume Ball"

Fine Music — Fine Food

PROGRAM OF EVENTS

Sunday, September 25th

10 a. m. to 9 p. m. in and around Plaza:

Booths and Concessions
Window Displays
Wine Exhibit
Chris Jorgensen Mission Paintings Exhibit

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Sunday (Continued)

Pony Rides
Children's Fish Pond - Prizes
Music from Balconies - Strolling Musicians

11:00 a. m.—Services, Sonoma Valley Churches.

2:00-5:00 p. m.—Open House at Wineries.

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Sunday (Continued)

2:00 p. m.-3:30 p. m.—Pictures of the Past - Open Air Theater - Plaza.

3:30-4:30 p. m. — Folk Dancing Exhibition on Plaza.

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Sunday (Continued)

7:30 p. m.—Historic Wedding Procession to Mission.

8:30 p. m.—Prize Awarding in front of City Hall. Drawing for Wine-of-the-Month.

8:30 p. m. on—Folk Dancing in Sebastiani Hall.

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CALIFORNIA MISSION PAINTINGS

By CHRIS JORGENSEN

Paintings to be shown in a room at the Vella's Ice Cream parlor, northwest corner of Sonoma Plaza.

During the winters of 1903-1904 and 1904-1905 the artist traveled over El Camino Real from San Diego to Sonoma by horse and buggy to visit and paint all of the Missions.

Upon completion of the collection, the original sketches were presented to his son, Virgil Jorgensen, of Sonoma.

The Valley of the Moon Vintage Festival Association takes pride in presenting the collection in public exhibition for the second time.

Following is a catalogue of the pictures on display:

Catalogue of Paintings

MISSION SAN DIEGO De ALCALA—July 16, 1769—near San Diego. Painting **Nos. 1, 2, 3.**

MISSION SAN CARLOS BORROMEO Del CARMELO (Carmel). Originally at Monterey, June 3, 1770—moved to Carmel December, 1771. Painting **Nos. 4, 5, 6.**

MISSION SAN ANTONIO DE PADUA, July 14, 1771—(Padua) twenty miles from King City. Paintings **Nos. 7, 8, 9, 10.**

RELIC AT PADUA—Left by Fr. Junipera Serra II.

MISSION SAN GABRIEL ARCANGEL, Sept. 8, 1771—nine miles from Los Angeles. Paintings **Nos. 12, 13, 14.**

MISSION SAN LUIS OBISPO De TOLOSA. Sept. 1, 1772—at San Luis Obispo. Painting **No. 15.**

California Mission Paintings, Continued

MISSION SAN JUAN CAPISTRANO, Nov. 1, 1776—Sixteen miles from Santa Ana, Orange County. Paintings **Nos. 16, 17, 18, 19, 20, 21, 23.**

CONFESSIONAL AT CAPISTRANO, Painting **No. 22.**

MISSION SAN BUENAVENTURA, March 31, 1782—At Ventura. Painting **No. 24.**

MISSION SANTA BARBARA, Dec. 4, 1786—at Santa Barbara. Paintings **Nos. 25, 26, 27, 28, 29, 30, 31.**

MISSION LA PURISIMA CONCEPTION, Dec. 8, 1787—near the Santa Inez River in Santa Barbara County. Paintings **Nos. 32, 33.**

MISSION NUESTRA SENORA De La SOLEDAD, Oct. 9, 1791—near Soledad, Monterey County. Paintings **Nos. 34, 35.**

MISSION SAN JUAN BAUTISTA, June 24, 1797—forty miles south of San Jose. Painting **No. 36.**

MISSION SAN MIGUEL ARCANGEL, July 25, 1797—nine miles north of Paso Robles, San Luis Obispo County. Paintings **Nos. 37, 38, 39.**

MISSION SAN FERNANDO REY De ESPANA, Sept. 8, 1797—twenty-three miles north of Los Angeles. Paintings **Nos. 40, 41, 42, 43, 44, 45.**

MISSION SAN LUIS REY De FRANCIA, June 13, 1798—forty-five miles north of San Diego. Paintings **Nos. 46, 47, 48, 49.**

MISSION SANTA INES, Sept. 17, 1804—forty-five miles northwest of Santa Barbara. Paintings **Nos. 50, 51, 52, 53, 54, 55.**

PALA (Branch of Mission San Luis Rey)—1816—sixty-five miles from San Diego. Paintings **Nos. 56, 57, 58.**

SANTA ISABEL—(Branch of Missions San Diego and San Luis Rey)—seventy-one miles from San Diego. Paintings **Nos. 59, 60.**

MISSION SAN FRANCISCO SOLANO De SONOMA, July 4, 1823—at Sonoma. Painting **No. 61.**

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IN APPRECIATION

The Valley of the Moon Vintage Festival Association takes this means of expressing its appreciation and thanks to the many individuals and organizations who have so generously contributed to the production of the Third Annual Vintage Festival held under its auspices.

The contributors to whom the association are indebted are too numerous to mention in these pages, but they may expect our personal letters of acknowledgement and sincere thanks.

AUGUST L. PINELLI
President

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Sonoma, California

Valley of the Moon Vintage Festival Association, Inc.

IT'S AIMS . . .

By VIRGIL W. JORGENSEN, Director

First of all, let me point out, that the Association is incorporated as a non-profit organization and that the members serve without compensation.

The question is frequently asked, "Why the Festival and what are the Association aims?"

The Festival itself is accepted as an enjoyable event, which is presented for the Sonoma citizens and their friends. The objective of the Association is less evident and in need of clarification.

The Constitution of the Association contains two items of general interest as setting forth its principal objectives: The first item being "To produce, manage and direct an annual Festival to be known as the Valley of the Moon Vintage Festival"; and the second item being, "To sponsor and encourage the development of an historical environment where such a festival is to be held."

Specifically, this second item is interpreted as meaning the preservation of the historic buildings of Sonoma, and the encouraging of new construction and remodeling to be undertaken in harmony with the old structures.

As an initial step in accomplishing this end, the Vintage Festival is held annually—stressing Sonoma's original major industry, wine making, presented with a background of Old Sonoma atmosphere. By this means, it is hoped to stimulate the interest of the Sonoma citizens in their historic and pictuesque environment—and also to raise funds to carry out the Association's program.

This program consists of a comprehensive study of the original architecture of Sonoma, with particular reference to the buildings facing the Plaza. The next step is to be an architectural presentation indicating a suggested scheme for bringing the existing facades in character with the original Town Square. During this process, public lectures will be held at which progress sketches will be shown on a screen—accompanied by a commentator who will be a recognized authority in the field of historical rehabilitation. Discussions and comments will be asked of the citizens concerned.

Historical Sonoma is so worthwhile preserving! There is enough of the original left to make it worth the effort, but certainly some inducement should be offered to prospective builders and re-modelers to conform to a harmonious general scheme of architecture.

It is hoped that the citizens will see fit to capitalize on their major assests—History, architecture, climate, location and a leisurely atmosphere of well-being, the latter their heritage from the "Old Timers."

The Association is composed of Sonoma Citizens who have a deep appreciation of these assets, and they will look to the Planning Commission for cooperation in the attainment of their main objective.

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By HUBERT J. PETER

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Her Voice.....Miss Ivy Loeber

Rev. Father Albert OP.....Mr. Ralph Hotz

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Senora Francisca Benicia Vallejo.....Mrs. R. R. Emparan
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Arpad Haraszthy.....Mr. John Phillips
Uladislao Vallejo.....Mr. Peter Quinn

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Napolion Vallejo Mr. Richard McGrath
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Mrs. Fannie Frisbie Mrs. R. Benedetto
Louisa Vallejo Susan Buttrum
Maria Vallejo Carmella Peter
Padre Jose OFM Dr. Richard McAleese
Rev. Father L. Dayaerd Mr. Joseph Baccaglio
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Napa Folk Dancing Group
Director.....Mr. Hubert J. Peter
Assistant Director.....Mr. Charles Scott Jr.
Stage Manager.....Mr. Douglas Boyer
Make-up Director.....Mr. John Fergusen

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NOTES

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